

JEWELS MARANDIN

SALES ENABLEMENT STRATEGIST Content & Communications Operations · GTM

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PROFESSIONAL SUMMARY

Sales Enablement Strategist who turns complexity into clarity — designing the content, communications, and operations systems that help global sales teams act on what matters. Built and scaled these systems through 13x growth and a \$15.7B Salesforce acquisition at Tableau, with additional experience at Okta and HubSpot. Led programs supporting 2,000+ global sellers.

EXPERIENCE

HubSpot | Sales Communications Architect

Jan 2026 – Mar 2026

- Built Sales Summit comms infrastructure end-to-end, including leadership emails, cascade templates, and manager-facing collateral — aligning messaging to 2026 GTM strategy
- Completed a 60-day assessment of the sales communications ecosystem, identifying structural friction across intake, prioritization, cascade reinforcement, and manual content production
- Proposed a sales communications governance framework for a global sales organization, addressing message prioritization, cascade clarity, and cross-channel coordination across a distributed model

Okta | Sr Enablement Communications Strategy Manager

Jul 2023 – Jun 2025 · 2 yrs

- Segmented Okta's global enablement communications by audience — leader, IC, and secondary — improving relevance and engagement across 2,000+ global sellers
- Built cross-functional alignment with GTM, PMM, and Sales Ops through a structured intake and messaging cadence — creating standardized templates that shortened review cycles and improved consistency across initiatives
- Owned editorial strategy for the enablement newsletter — segmentation, content planning, and cadence — lifting open rates to ~80% and click-through by 3%

Tableau Software | Global Sales Communications Leader

Apr 2014 – Apr 2023 · 9 yrs

- Built and scaled Tableau's sales communications function through hypergrowth and the \$15.7B Salesforce acquisition — designing executive content for CRO keynotes, Sales Kickoffs, and All-Hands events reaching 2,000+ global sellers

- Established a sales communications governance model — intake, review, and executive-approval workflows — bringing structure and consistency across global GTM teams
- Built a sales communications data strategy and reporting infrastructure, driving email read rates to 91% and click-through to 10.27%
- Led cross-regional alignment across AMER, EMEA, and APAC through weekly cadences and cascade governance, ensuring consistent messaging at global scale
- Designed and launched Wired to Connect, a neuroscience-based enablement program delivered across six cities in four countries to 150+ sales leaders — improving trust, collaboration, and storytelling

Tableau Software | Partner Operations Specialist

Dec 2012 – Apr 2014 · 1.5 yrs

- Streamlined partner onboarding and deal workflows, aligning processes across Sales, Legal, and Operations to reduce time-to-productivity
- Built foundational enablement and knowledge systems, including Bootcamp training, workflow documentation, and a centralized knowledge base platform to improve partner readiness
- Trained channel managers on Salesforce workflows, partner operations, and system navigation to support consistent onboarding and process adoption

Tableau Software | Customer Service Representative

Jan 2011 – Dec 2012 · 2 yrs

- Managed quoting, order processing, and post-sale support, ensuring fast fulfillment, accurate billing, and a seamless customer experience
- Selected multiple times to support the London office during critical quarter-end cycles, partnering with Sales to maintain pipeline accuracy and operational continuity
- Trained new hires on customer service protocols and collaborated with Sales and Operations to identify process improvements that enhanced accuracy and efficiency

CORE EXPERTISE

Content Strategy & Sales Enablement: Launch Messaging • Executive Presentations • Sales Newsletters • Editorial Planning • Messaging Frameworks • Enablement Resources

Communications Operations: Program Governance • Cross-Functional Alignment • Communication Planning • Workflow Design • Data & Reporting Strategy

AI & Content Platforms: ChatGPT • Claude • NotebookLM • Highspot • Salesforce Marketing Cloud • Confluence • Asana • Microsoft Office • Google Suite

EDUCATION & PROFESSIONAL DEVELOPMENT

MIT Professional Education | Applied Agentic AI for Organizational Transformation

Bastyr University | Master of Science